

Tracy Crawford

Resumé

933 Nan Suzhou Lu
Shanghai, PR China

Overview

New Revenue

766 FROM **Products**
\$US-MM Developed

770 FROM **Markets**
\$US-MM Managed

244 FROM **Asia**
\$US-MM Business Development

Staff

165 FROM **Strategy**
\$US-MM Development

52 **Hired**
PEOPLE Trained & Developed

7 **Created**
TEAMS and Managed

Practice

15 **Asia**
YEARS Experience

29 **Total**
YEARS Business Experience

Key Past Contributions

- **Marketing**
Global Director
- **Business Development**
Asia Director
- **Sales**
Asia Director
- **Strategy**
Global Director
- **Product Development**
Manager
- **Engineering Services**
Director

Skills

Strategy

Marketing

Confucian Culture

Sales Management

Innovation Management

Education

05 79 to 84 **Georgia Tech**
YEARS Electrical Engineering BSEE
Mechanical Engineering Studies
Product Design Studies

01 93 to 94 **Berkeley**
YEARS Marketing Graduate Studies
Strategy Graduate Studies

Companies

04 84 to 88 **Klipsch & Associates**
YEARS Hope, AR USA, \$US20MM*

10 88 to 98 **Raychem Corporation**
YEARS Silicon Valley, CA USA, \$US2BB

01 98 to 99 **ITT Cannon**
YEARS Detroit, MI USA, \$US200MM

05 99 to 04 **Tyco Electronics**
YEARS Detroit, MI USA, \$US10BB

05 04 to 09 **Littelfuse**
YEARS Shanghai, China, \$US600MM

04 09 to 13 **Rain8 Group**
YEARS Shanghai, China

* All figures are annual revenue estimated for the period.

Location

Residency
7 Years 21 Years

Business Responsibility
15 Years 6 Years

Asia USA/Global

Summary

- **Asia:** Strong skills in establishing, developing & managing teams, and creating new revenue. Extensive experience in **China, Japan, Korea, Philippines, India, Thailand,** and **Australia.** Living in Shanghai since 2005.
- **Strategy:** Extensively skilled in strategy development, implementation and control.
- **Marketing, Engineering, Sales:** >25 years international experience creating sustainable, superior outcomes.
- **Trusted:** Previously employed by two Fortune 500 companies.
- **Results:** Over \$US700MM in cumulative new revenue generated.

Reference: Papers, Articles, Video, Other

- **China: Cultural Insights for Business Success** paper: http://www.raineight.com/articles/wp-content/uploads/2012/11/China_Cultural-Insights-for-Business-Success.pdf
- **Strategy: A Developmental Methodology** paper: http://www.raineight.com/articles/wp-content/uploads/2012/12/Strategy-A_Developmental_Methodology.pdf
- **Brand Value** articles (7x): <http://www.raineight.com/brand-value.html>
- **Digital Marketing** articles (10x): <http://www.raineight.com/b2b-social-currency.html>
- **Strategy Development** overview: <http://www.raineight.com/marketing-strategy.html>
- **Social Currency** video (~10 min.): <http://www.raineight.com/social-currency-video.html>
- **Content Marketing** video (~8 min.): <http://www.raineight.com/social-media-site-video.html>
- Other article references (15 other articles): <http://www.raineight.com/articles/>
- Other online/offline marketing reference: <http://www.raineight.com/portfolio-latest-work.html>

Technology and Sector Experience

- | | | |
|----------------------------|---------------------------|-------------------------|
| ■ Business Services | ■ ABS | ■ Wire and Cable |
| ■ Online/Offline Marketing | ■ Airbag | ■ Components |
| ■ Strategy Development | ■ Occupant Restraint | ■ LV Power Distribution |
| ■ Asian Marketing | ■ Keyless Entry | ■ Battery Storage |
| ■ China Market Entry | ■ Hybrid Electric Vehicle | ■ Circuit Protection |
| ■ RF Antenna | ■ Relays | ■ Interconnect |
| ■ Semiconductor | ■ Sensors | ■ Telematics |
| ■ Electronics | ■ Heat-shrink Tubing | ■ Safety Systems |
| ■ Automotive | ■ Content Marketing | ■ Green Energy |

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Work Experience

Klipsch & Assoc. Inc. 1984 to 1988

Hope, AR USA

Product Development Manager

- Developed electronic test equipment & software for anechoic analog acoustic phase detection.
- Led an 8-person team to develop a family of modular composite-construction professional loudspeakers along with analog signal management electronics for professional installation and venues. These systems were the lightest, most efficient and lowest distortion in the market.

Raychem Corporation 1988 to 1998

Menlo Park, CA USA

Process Development Engineer

- Developed production processes for polymer PTC over-current circuit protection devices.

Product Development Engineer

- Developed polymer PTC circuit protection devices for Telecommunications applications.

Applications Engineering Manager

- Developed applications-engineering laboratory for testing polymer PTC products.

Automotive Engineering Manager

- Led a 10-person team to develop polymer PTC circuit protection for Automotive applications.

Automotive Global Marketing Manager

- Developed strategy and implemented business plans for polymer PTC products for the Automotive market segment. Led business growth from \$US3.5MM to \$US20MM over 5 years.

ITT Cannon Inc. 1998 to 1999

Detroit, MI USA

North American Sales Manager

- Opened the Detroit, MI office and managed North American Automotive connector products Sales & Marketing activities.

Tyco Electronics Inc. 1999 to 2004

Detroit, MI USA

Key Account Manager for General Motors USA

- Managed demanding business growth from \$US1MM to \$US19MM over 18 months.

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North American Advanced Technology Marketing Manager

- Managed all marketing activities for advanced technology products including HEV power management components and non-contact sensors.

Littelfuse. Inc.

2004 to 2009

Shanghai, PR China

Global Director of Marketing

- Developed 5-Year turn-around Strategic Marketing Plan for a formerly cash-cow operating unit.
- Led implementation of the 5-Year plan that resulted in growth from \$US85MM to \$US160MM.
- Managed all business development, marketing and MarCom activities.
- Opened the Detroit, Michigan Sales & Marketing office.

Global Director of Marketing, Director of Business Development – Asia

- Relocated to Shanghai to manage Engineering, Sales and Business Development in Asia
- Managed Asia Engineering, Marketing, MarCom, all independent Asia sales representatives, distributors and trading companies.
- Hired, trained and developed a team of 17 professionals to grow business from \$US1MM to \$US40MM over 5 years.

Rain8 Group LLC

2009 to October 2012

Shanghai, PR China

CEO

- Founded Rain8 Group LLC in Shanghai to assist Western firms develop and execute Asia-regional strategy and Asia market-entry.

GreenPlug Sabbatical

October 2012 to Present

Georgia, USA

Founding Partner and Chief Editor

- Founded <http://GreenPlug.Nu> sustainability community platform to promote our Vision of a safe and sustainable energy efficient future.

Personal



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